R.J. Reynolds
Tobacco Company

G.N. KURUC, JR.
Chain Accounts Manager

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November 26, 1991 CC: RICH

D. M 11/25/91
T & D 11/25/91
S. R. M. / /
S. A. M. / /

To: G. B. Brown
J. H. Casey
R. J. O'Rourke
L. S. Justo

Re: Valley Fair Discount (1931-00-00)

Gentlemen:

Mr. Irwin Lear, President, Valley Fair Discount has authorized the following for all stores:

> **STERLING: Distribution and pricing at sub-generic level. Product should be ordered by each store from the authorized supplier.**

> **STERLING EVD: To be placed either s/s on counters or nss if s/s is not possible. If the display is placed nss, it must be in full view of the customer. Enter appropriate contract on SIS. .**

> **DORAL CCD: To be placed either s/s or nss. Enter appropriate contract on SIS.**

> **Ongoing Pack Promotions: All pack promotions should be presented to stores. Promotions can be displayed in temporary displays.**

> **Enhanced Canopy: To be placed on both carton and package merchandisers (if springfed) in stores # 120, # 116, and # 117. Current merchandisers should be surveyed to determine if new fixturing should be ordered.**

If you have any questions, regarding the above, please contact me.

Thank you.

Best Regards,

NICK

G. N. Kuruc, Jr.

gk
M-2
cc: M. A. Young

51849 9656

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/kydy0000